

The display will run through Sunday, and advertising guru Martin Lindstrom said that no matter what the short-term sales impact is, the buzz surrounding the campaign guaranteed long-term benefits for XOXO.

"Sex does not sell, but what sells is the controversy around it, and that's what is happening here," Lindstrom said. "XOXO has generated brand awareness." There's just one problem, he said: How to follow this up with an equally buzz-worthy campaign. Because "people will expect to be even more shocked next time."

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**Los Angeles Times**

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**WWD.com**/media-news/fashion-memopad/american-angel-6650480

January 23, 2013

# XOXO Taps Victoria's Secret Angel Erin Heatherton

By LORELEI MARFIL

**AMERICAN ANGEL:** Victoria's Secret Angel Erin Heatherton has become the face of the latest Hugs & Kisses XOXO spring campaign. The three images were photographed by Rocco Laspata of Laspata Decaro, the New York-based creative agency, and the campaign will break Feb. 5 online and in print, in the March issues of titles including Cosmopolitan and InStyle. The campaign, which launched in 1995 with Tyra Banks, continues its tradition of spotlighting supermodels. Former famous faces include Christy Turlington, Claudia Schiffer, Amber Valletta and Helena Christensen — all of whom appeared in the Nineties — while, more recently, Alessandra Ambrosio and Miranda Kerr have taken part in the campaigns.

"XOXO is renowned for working with iconic models, so to join the likes of Alessandra Ambrosio and Tyra Banks is very inspiring for me — and extremely surreal," said Heatherton.



Erin Heatherton in an ad for XOXO shot by Rocco Laspata.

*Photo By Courtesy Photo*

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**WWD.com**/media-news/fashion-memopad/hugs-from-lily-7050835

July 12, 2013

## Lily Aldridge the Face of New XOXO Campaign

By LISA LOCKWOOD

**HUGS FROM LILY:** Lily Aldridge is following in the footsteps of Tyra Banks, Christy Turlington, Helena Christensen, Amber Valletta, Claudia Schiffer and, most recently, Erin Heatherton as the face of the XOXO ad campaign. Laspata Decaro, the New York ad agency, created the "Hugs and Kisses XOXO" campaign in the early Nineties. The fall campaign, also developed by Laspata Decaro and photographed by Rocco Laspata in New York, features the 27-year-old Aldridge in various sexy outfits with the words "Hugs and Kisses XOXO, Lily Aldridge."

Ads will launch in the September issues of InStyle and Cosmopolitan. In addition, there will be digital, social and taxi TV ads supporting the campaign. The fall budget is up 20 percent versus a year ago, according to an XOXO spokeswoman.

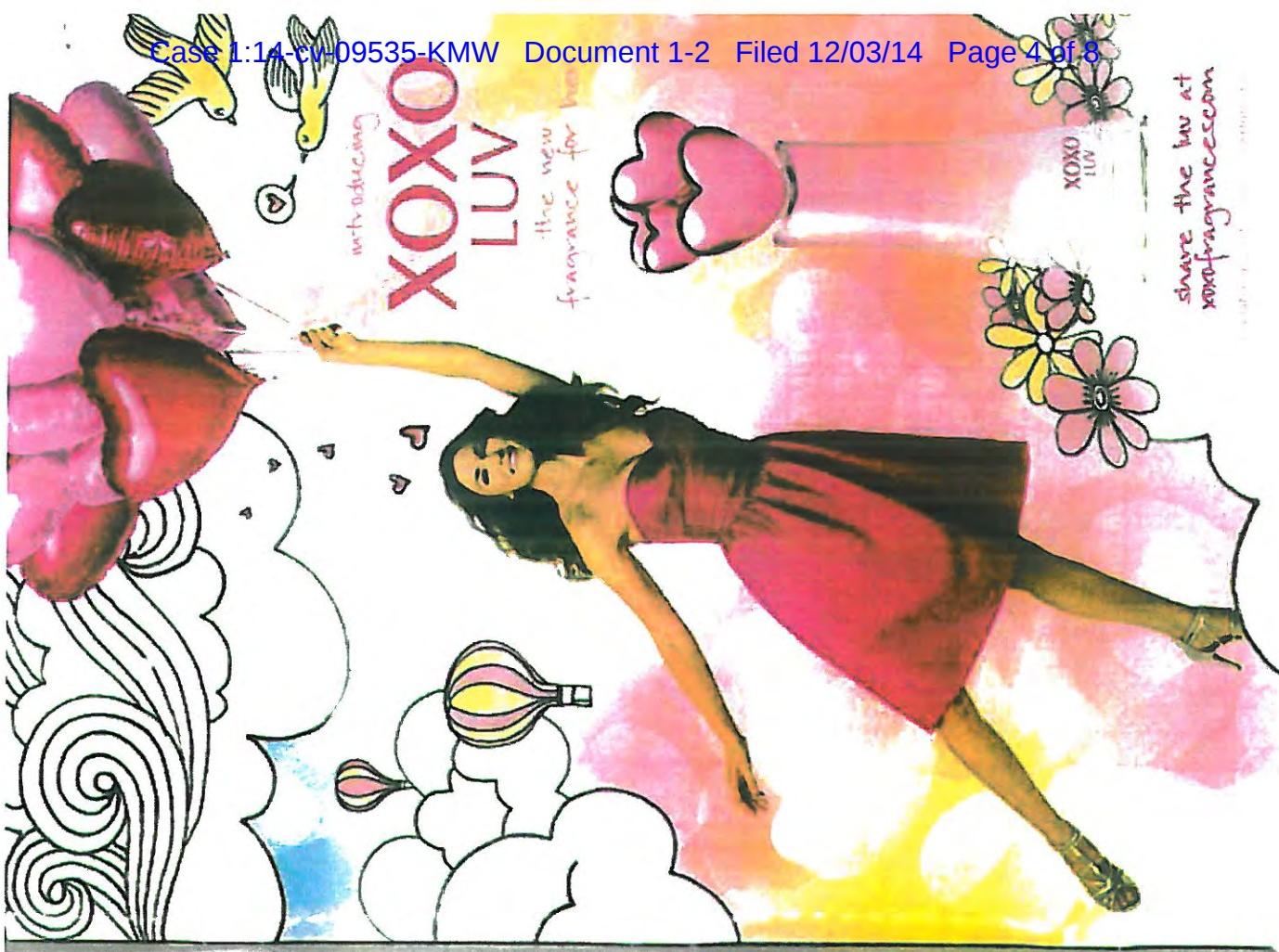
A Victoria's Secret Angel, Aldridge also has her own apparel collection, called Lily Aldridge for Velvet.



Lily Aldridge in the XOXO ad campaign.  
Photo By Courtesy Photo

WWD

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**DREW BARRYMORE**

**BY THE NUMBERS**

Fun, fast figures about your favorite celebrities

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Drew was only 15 when she published her bestselling autobiography that revealed she first used alcohol at age 9, smoked pot at 10 and tried cocaine at 12.

**DEW KARMA**

**LITTLE GIRL LOST**

**\$125,000,000 IN THE BANK**

Drew's net worth from acting, directing, producing and investing

**6 TATTOOS**

Drew's tattoos include a butterfly, a crescent moon and two angels.

**PLAYBOY**

**19 YEARS OLD**

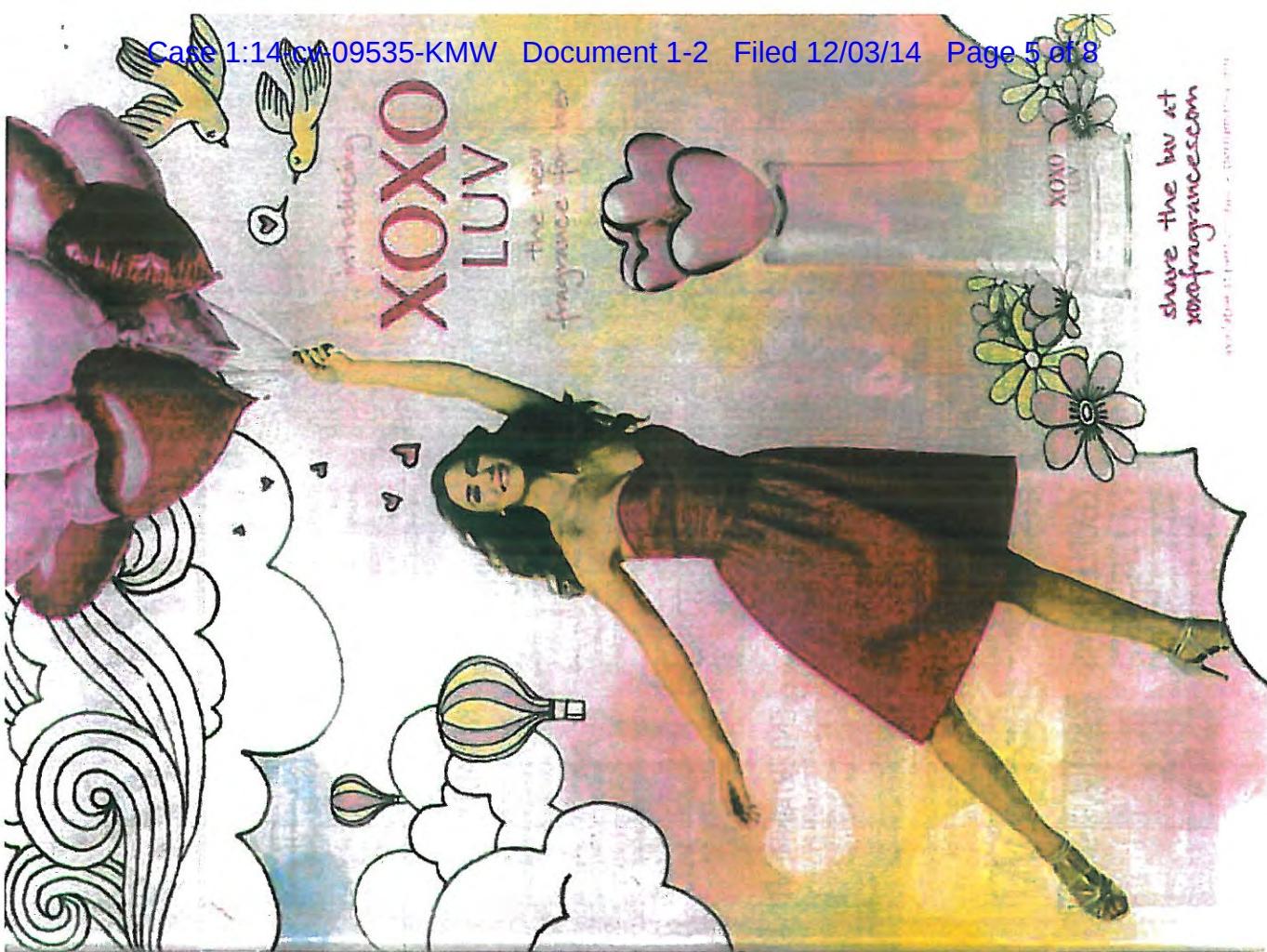
Drew posed for the January '95 issue of Playboy. She said she would dedicate her daughter, Olive, from following suit.

**3 HUSBANDS**

She married (from left) Jeremy Thomas in 1998, comedian Tom Green in 2001 and Will Kopelman in 2012.

Photo: Michael Cooper/Playboy; Getty Images

72 FEBRUARY 10, 2014 EW.COM



In August,  
Jen held  
Justin's 42nd  
birthday party  
at their home.

**SHH! JUSTIN THEROUX HAS BIG PLANS FOR JEN ANISTON'S BIRTHDAY CELEBRATION**

**Attention, gentlemen:**

Jenifer Theroux is making you look good. Once again, he's outdoing himself. Making sure fiancée Jen has an outstanding birthday!

Jen headed on something low-key to celebrate turning 45 on Feb. 11. After all, the pair are about to retire now. They threw a big holiday bash in Bel Air and took friends to Mexico for New Year's.

"But Justin said, 'It's your 45th!' That's a milestone I'm going to plan something special for you,'" a friend of the star confides.

Justin's surprise plan? A chill weekend with a small group of pals in the wine-making region of Peso

**on HOT STORY**

## JEN'S BIG DAY: UP, UP AND AWAY?

Justin has floated a number of ideas about how to bring his fiancée and their friends from L.A. to winter country for their anniversary. "He landed in hot air balloons, but Peso is a little too far up the coast," says the friend. "He also thought about a convertible limo, but thought that Jen would dismiss it as tacky." It's also too cold for Jen and Austin to sail his motorcycle up the coast, so a prop plane has been chartered. Says the pal: "They can ride at low altitude and take in the beautiful scenery."

### A HORSE, OF COURSE

Jen's plan includes a group horseback ride

ride, spa treatments and of course, a tour of the vineyard and wine tasting. "That's what Jen likes," says the friend. "Everyone doing something fun together and enjoying each other's company."

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July 16, 2014, 10:44 a.m. EDT

## Chrissy Teigen, Hot New Video For XOXO

Fall 2014 Campaign to Feature Famed Supermodel



## PR Newswire

A UBM plc company

NEW YORK, July 16, 2014 /PRNewswire/ -- The "It" girl on everyone's Twitter feed - Chrissy Teigen - has been named the new face of XOXO. Teigen will be featured in the brand's national ad campaign appearing in print, digital, OOH and in-store starting this August. The ad campaign features still images as well as a robust brand video developed by creative agency Work:Play Creative and photographed by Cathrine Westergaard at Milk Studios in NYC.

The video goes behind the scenes of the Fall campaign shoot, where Chrissy's famous spunk and persona truly shine. The video's soundtrack will be set to the song "Melt" by Polish synthpop band Kampl. Since releasing their first international single in 2011, Kampl's popularity has quickly spread to international fame, playing at global events such as SXSW, Great Escape and Exit Festival. The band describes their music as "warm, layered production, hit flavored melodies, hazy melancholic vocals and balearic vibe" - credit: Facebook.com

"I've been a longtime fan of XOXO, so when they approached me to be the face of their Fall campaign it seemed like a natural fit," Chrissy explained on-set.

The Fall 2014 campaign is an evolution of the iconic "Hugs & Kisses XOXO" campaign which launched in the early 90's, featuring supermodel Tyra Banks and has included legendary supermodels Christy Turlington (1996), Amber Valetta (1997), Claudia Schiffer (1998), Alessandra Ambrosio (2006), and Miranda Kerr (2009). Erin Heatherton (2013) and Lily Aldridge (2014) have also graced the campaign over the more recent years, establishing a long-standing tradition featuring fashions most famous faces. With a reputation for making runway inspired designs affordable and accessible, XOXO continues to be the leading juniors brand for retailers. The national advertising campaign will launch in August in the September issues of Cosmopolitan and People StyleWatch. In addition, there will be digital, social and OOH advertising supporting the campaign. Behind-the-scenes video and additional creative will be available on the newly launched XOXO.com in late July.

## ABOUT XOXO

XOXO is a contemporary fashion brand that features straight off-the-runway designs that are smart and sexy for the fashion-forward female. It's a true quality "in-the-mix" lifestyle brand that embodies on-trend style that finds the right balance of 9-5 career appeal and 6-9 sexiness. For additional information on XOXO, visit [www.xoxo.com](http://www.xoxo.com) or [Facebook.com/XOXO](http://Facebook.com/XOXO).

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212-515-2786

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